

South Carolina Statewide Lodging Outlook Report
April 2017

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: April 2017	April 2017	% Chg	April 2017	% Chg	April 2017	% Chg	% Chg	% Chg	% Chg
United States	67.5%	-0.7%	\$126.26	2.4%	\$85.19	1.7%	3.5%	1.8%	1.1%
South Atlantic**	73.3%	1.3%	\$131.37	3.7%	\$96.34	5.1%	6.7%	1.6%	2.9%
South Carolina	74.5%	6.0%	\$122.21	5.6%	\$91.10	11.9%	13.3%	1.3%	7.4%
Year-to-Date: January through April 2017	Jan-Apr 2017	% Chg	Jan-Apr 2017	% Chg	Jan-Apr 2017	% Chg	% Chg	% Chg	% Chg
United States	62.7%	0.5%	\$124.83	2.5%	\$78.26	3.0%	4.8%	1.8%	2.3%
South Atlantic**	68.0%	1.4%	\$130.23	2.5%	\$88.57	4.0%	5.5%	1.5%	2.9%
South Carolina	63.3%	3.4%	\$104.53	4.8%	\$66.15	8.4%	9.8%	1.2%	4.7%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		May 2017	Jun 2017	Jul 2017
STR, Inc. <i>From May 2017 Forecast Report</i>	Occupancy Forecast	66.1%	74.0%	77.3%
	% Chg vs same month in 2016	1.4%	-0.1%	0.5%
TravelClick <i>From Bookings as of 5/21/17</i>	Occupancy from Current Bookings	54.6%	23.4%	13.6%
	% Chg vs same month in 2016	-2.1%	-0.4%	0.3%

Source: STR, Inc. and TravelClick